

Moving Lighting Forward, in *Light* of EISA

ENERGY STAR Partner Meeting
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THE
CADMUS
GROUP, INC.

nationalgrid



NSTAR
ELECTRIC



**Western Massachusetts
Electric**

A Northeast Utilities Company



Unitil

Current Situation

- New EISA legislation to go into effect
 - New product introduced into retail
 - Certain product will disappear
 - New product labeling
 - Concerns about customer confusion

Best Wishes from
The Purple Buildings!

Happy Birthday to the **LIGHT BULB!**
130 Years. Still Glowing.

Oct.
22!

**The Big Day
October 22, 1881...**

Tom Edison and his team, working with
dogged determination, finally perfected a
light bulb that was safe to use, economical
for everyone to buy and Made in the USA.

**We might still be in the dark ages
without our trusty little light bulbs!**
Happy Birthday Light Bulbs, and thanks for being
here, otherwise **WE** wouldn't be here to provide
all the fantastic Lighting now available to
everyone at **The Purple Buildings!**

Going
strong for
40 years,
your favorite
Brand Name
Lighting
Showrooms

Welcome to the 21st
Century, Weird looking
Light Bulb!

Lighting shown by

Questions
about lights
or fans?
Just Ask!
Our lighting
pros are
here for you.

Qualitative Research Project


- Research objectives:
 1. Customer knowledge, preferences, and buying decisions about lighting products
 2. Customer understanding of EISA and the new federal lighting label
 3. Marketing and educational needs of customers during the transition to more efficient lighting
- Experienced Users vs Novices
 - Total of 103 consumers across MA and RI

Key Findings: Reactions to EISA

- Viewed as a limiting choice by both groups
 - *Experienced* - accepting of EISA; confident that comparable options will be available
 - Novices* more uncertain about:
 - EISA's impact on them
 - Their ability to find the "right" lighting
 - Suggested buying lower wattage bulbs

Key Findings: Label Perceptions

- Mercury concerned them
 - *Experienced* more educated
- Felt more information needed on
 - Mercury levels and proper disposal
 - Lumens

Lighting Facts <small>Per Bulb</small>	
Brightness	870 lumens
Estimated Yearly Energy Cost \$1.57 <small>Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use</small>	
Life	5.5 years
Light Appearance <small>Warm</small>  <small>Cool</small> 2700 K	
Energy Used	13 watts
Contains Mercury For more on clean up and safe disposal, visit epa.gov/cfl .	

Key Findings: Awareness Gaps

- Not aware of, or clearly understand, legislation
- Lack of awareness in the variety of bulbs
- Watts to lumens translation
- Mercury content and cleanup

Implications for Marketing & Communications

- Objectives in new EISA era:
 - Protect CFL market share
 - Leverage market changes to drive additional share for CFLs
 - Seed market_f or LEDs

Recommendations

- Launch educational campaign
 - Leverage distinct messaging and tactics to engage different audiences
 - Aggressive sales promotions
 - Include topic of mercury and proper disposal
- Provide supplemental information to the new label

Any Questions?

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